



Pharmaceuticals Export Promotion Council of India
(Setup by Ministry of Commerce & Industry, Govt. of India)

Invitation

On the occasion of
9th Annual Meet

Committee of Administration of Pharmexcil

Cordially invite you to join

Presentations on

Overseas Marketing Strategies, Opportunities for Orphan Drugs,
IPR matters & Interaction with Kenyan FDA etc

25th September 2013 (9.30 a.m. – 5.30 p.m.)

Annual General Meeting

(for members only)

25th September 2013 (5.30 p.m.)

Followed by

Interactive Dinner

With senior officials of Government of India & AP State
at 7.30 p.m.

Venue:

"Kohinoor", Hotel Taj Deccan, Banjara Hills, Hyderabad

Chief Guest

Shri Sudanshu Pandey, IAS

Joint Secretary, Department of Commerce,
Government of India

Dr. P V Appaji
Director General

Raghuveer Kini
Executive Director

Ashutosh Gupta
Vice Chairman

N R Munjal
Chairman

Please see overleaf for detailed programme

Seminar on 'Overseas Marketing Strategies, Opportunities for Orphan Drugs, IPR & Interaction with Kenyan FDA'

PROGRAMME

09.30 a.m.	REGISTRATION		
	TRACK – I – Marketing Strategies	TRACK – II – IPR & Regulatory	
Time	Topics	Time	Topics
10.00 – 10.15 a.m.	Exporting to Grow By Dr. R B Smarta, MD, Interlink Marketing Consultancy Pvt Ltd	10.00 – 10.30 a.m.	India's adoption to product patents- present status By Dr. Gopakumar Nair, Advisor – Patent Facilitation Center, Pharmexcil
10.15 – 10.30 a.m.	An Overview of Latin American and African Markets By Sri Lanka Srinivas, Senior Advisor, Pharmexcil	10.30 – 11.00 a.m.	Developing non infringing technologies for patented APIs By Dr M. Krishnaji Rao, GM, Divis Laboratories Ltd, Hyderabad
10.30 – 10.45 a.m.	International Marketing of APIs – Issues and Challenges By Sri. Uday Karnik, Independent Pharma Consultant	11.30 – 12.00 noon	Recent developments in drug regulatory requirements of USFDA By Mr. Imtiyaz Basan , Chief Regulatory Officer, Mylan Laboratories Ltd
10.45 – 11.30 a.m.	Strategies for marketing APIs in Latin American Countries By Sri. Shailendra Belekar, Sr. Vice President - International Business, Kopran Limited	12.00 – 12.30 p.m.	European Directive on APIs- Present status By Dr. Eswar Reddy, Dy DCGI, . Govt. of India, New Delhi
11.30 – 12.45 p.m.	Strategies for marketing APIs in African countries By a senior representative from industry		
12.45 – 01.00 p.m.	Questions & Answers Session	12.30 – 01.00 p.m.	Question & Answers Session
01.00 – 02.00 p.m.	Lunch		
02.00 – 02.15 p.m.	International Marketing of Formulations By Sri. Amit Dave, Head Business Strategies LAC at Corporate HQ, Zydus Cadila	02.00 – 03.00 p.m.	Global Govt. policies and opportunities in Development/ manufacture of Orphan Drugs Shri Ramaiah, Muthyala, Associate Director, Center for Orphan Drug Research, University of Minnesota, U S A
02.15- 03.15 p.m.	Strategies for marketing Formulations in Latin American Countries By Sri Amit Dave, Head Business Strategies LAC at Corporate HQ, Zydus Cadila	03.00 – 05.15 p.m.	Interaction with Delegation from Pharmacy & Poison Board of Kenya a) Dr. Jennifer Orwa - Member of the PPB b) Dr. Evans Mwangangi - Member of the PPB c) Dr. Peter Ithondeka - Director of Veterinary Services d) Dr. James Owuor - Acting director Inspectorate Surveillance and Enforcement e) Ms. Doreen Odongo - Head of Administration PPB
03.15 – 04.30 p.m.	Strategies for marketing Formulations in African countries By Sri Kaustubh Dharkar, COO, LaGray Chemical company, Ghana		
04.30 – 05.00 p.m.	Strategies for CIS countries By Sri Anant Pandya, Director, Zandra Lifescience Pvt. Ltd		
05.00 – 05.15 p.m.	Questions & Answers Session	05.00 – 05.30 p.m.	Questions & Answers Session
05.15 – 05.30 p.m.	Coffee / Tea Break		
05.30 – 07.00 p.m.	Annual General Meeting		
07.00 p.m.	Interactive Dinner with senior Government officials from Central & AP State		